

ABTRACT

Penahitam Bandung is a drawing community that focuses on dark art. The appearance of its members who like to wear dark-colored clothes and long-haired hair coupled with the work produced is filled with creepy images such as skulls, wolves, pieces of body organs, and other creepy things causing negative stigma on the public about Penahitam Bandung. This study uses a qualitative method and a phenomenological approach to answer the focus of research in the form of self-concept of the Bandung Penahitam community members. Data collection techniques using in-depth interviews and observation. The results showed that the Penahitam Bandung community members are individuals who like and pursue dark art. The stigma that emerged from the community did not make the Penahitam Bandung members to stop making dark artworks. Bandung Penahitam community members have a self-concept as a person who has a sense of courage, enthusiasm, and confidence in making and performing their work.

Keywords: Self Concept, Penahitam Bandung, Dark Art.